

Item No. 16a**AGENDA ITEM MEMORADUM****Town Manager's Office**

Department

**Tony Bryan, Finance Director &**  
**Bud Bentley, ATM**

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> March 19, 2012	

\*Subject to Change

- |                                       |   |   |                                       |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports        | <input type="checkbox"/> Consent                        | <input type="checkbox"/> Ordinance    |
| <input type="checkbox"/> Resolution   | <input type="checkbox"/> Quasi-Judicial | <input checked="" type="checkbox"/> <b>Old Business</b> | <input type="checkbox"/> New Business |

☒ **FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC****TOPIC: Government Efficiency****SUBJECT TITLE:     Ranking of Firms That Responded to the Parking Services Request for Proposal (RFP)**

**EXPLANATION:** This item was first presented to the Commission last fall. The Commission decided not to make this decision prior to the election and the deferred it to the March 13<sup>th</sup> meeting. One of the performance goals the Commission set for the Town Manager was to improve government efficiency, including looking at areas where the private sector might be more efficient and effective than we are in-house. An obvious function to evaluate in that regard was parking operations, given the degree to which the Town lagged behind best practices in that industry when the current administration arrived and the amount of time the Assistant Town Manager has had to devote to managing the operations in the past eighteen months. Based on staff recommendation, the Commission authorized the release of an RFP for oversight and management of the parking function in Lauderdale-by-the-Sea.

We were pleased with the number and quality of the proposals received. The Town received five (5) very competitive proposals from national parking firms to operate the Town's parking services and one (1) proposal to provide citation management services. An Evaluation Committee consisting of the Town Manager, Finance Director and Assistant Town Manager, with technical assistance provided by Fred Bredemeyer, President of ConsulPark, reviewed all the proposals and met numerous times to discuss and review them.

Staff prepared the attached Parking RFP Summary Report (**Exhibit 1**) to assist the Evaluation Committee in its review of all of the proposals. The report shows the most pertinent aspects of each proposal. The ConsulPark report is attached (**Exhibit 2**).

Following a detailed study and evaluation of the proposals, the Evaluation Committee shortlisted the following firms: LAZ Florida Parking, Republic Parking and SP Plus Municipal Services (a.k.a. Standard Plus Parking) for further evaluation based on their municipal experience and their proposed costs. We asked them to clarify certain points and to give us figures for a defined staffing level and number of hours so we could make a valid financial comparison of the different responses. The top three firms were invited to give presentations to the Evaluation Committee in September, and respond to the Committee's questions and requests for clarification of their proposals. The Evaluation Committee ranked the firms in the following order:

1. SP Plus (Standard Plus Parking)
2. Republic Parking.
3. LAZ Florida Parking

The Evaluation Committee found the Standard Plus Parking and Republic Parking proposals to be very similar in quality. The better cost (driven in part by their offer of four free pay stations) and the local management presence



tipped the scale in favor of Standard Parking. Financial summaries of the Standard Plus and Republic Parking proposals are attached. (**Exhibit 3**)

Both Standard and Republic are led by knowledgeable parking professionals, have municipal on-street and metered parking lot management and operations experience, offer competitive citation management programs, can reduce our operating costs through their national buying power, train their staff in being ambassadors for the cities they contract with, work closely with local businesses to make sure the parking operation is supportive of the needs of the businesses, and implement current parking best practices. Both Standard Plus and Republic have indicated that they can accommodate reasonable requests from the Town to transition existing employees to their employment into the Enforcement Officer and Meter Technician positions as long as the employees passed their background screens. (We address this topic in more detail in a separate agenda item.)

There are multiple reasons to consider contracting with a national parking firm for operation and management of our Parking System.

1. Cost Savings – Standard Plus’ proposal would save the Town about \$124,500 (31%) annually. That savings would decrease if the Town asked them to make accommodations in the hiring of existing Town personnel, but the savings would still be substantial. Republic’s proposal would save the Town \$77,000 (17%) annually. The initial cost saving projection is attached (**Exhibit 4**).

Both firms offer better pricing on meters, pay stations, fees for automated meters, and citation management through their national buying power than the Town is able to achieve.

2. Revenue Considerations – The Standard Plus proposal produces additional revenue in two areas. Currently and in all of the other proposals, a fee is charged when delinquent accounts are collected and the delinquent fee is kept by the citation management company. In the Standard Plus proposal there is no fee, so the Town has the option to continue to charge the delinquent fee but keep the revenue ourselves. We estimate the incremental revenue to be approximately \$15,000 per year.
3. Industry Knowledge / Best Management Practices – Standard Plus’ management team has over 60 years of municipal on-street parking experience. As full time professionals in the field they keep up to date on the trends in the industry and help to create the best practices that others emulate. For example, the company proposed to implement a two-person collection team for accountability, an industry norm, rather than the one person we use.
4. Customer Service Orientation – Standard Plus lists themselves as a leader in the industry in all of the customer satisfaction benchmarks. They attribute this to the strength of their training programs and the company’s commitment to training. Standard Plus strives to create ambassadors for the Town through their training program, rather than parking enforcement officers.
5. Contracting the service will reduce the Assistant Town Manager’s involvement in the daily operation and management of the Parking System and allow him to focus on other areas of responsibility.



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**RECOMMENDATION:** Staff recommends that the Town Commission select Standard Plus Parking and Republic Parking as the number 1 and 2 ranked firms and direct the Town Manager to negotiate a contract with Standard Plus Parking for Town Commission consideration. Since so much time has passed since they submitted their proposal, we have confirmed with Standard Plus that they stand by the terms of their proposal and that there is no change in the management and staff they will assign to our account.

If a satisfactory agreement cannot be reached with Standard Plus Parking, then the Town Manager is directed to negotiate a contract with Republic Parking.

**EXHIBITS:**

1. Parking Services RFP Evaluation Summary
2. ConsulPark's Evaluation Report
3. Summary Financial Proposals Provided by Standard Plus and Republic Parking.  
(The detailed proposals submitted by the other respondents are on file in the Town Clerk's Office.)
4. Financial Comparison

Reviewed by Town Attorney

☒ No

Town Manager Initials

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# Parking RFP Evaluation Summary

## Exhibit 1

Line No.		SP PLUS	LAZ	USA	Lanier	Republic Parking	CiteZONE.Com
	PKG OPER MGMT						
25	Mgmt Fee	\$30,000	\$16,200	\$36,000 or 7% of net operating revenues, whichever is greater	\$37,112	\$30,000	
26	Operating	\$137,523	\$163,879	\$195,473	\$233,185	\$203,544	
27	Capital	\$4,056	\$13,451	\$5,320	\$0	\$5,324	
28	Total First Yr	\$171,579	\$193,530	\$200,793	\$270,297	\$238,868	
29	Other					Want to neg. a % improvement incentive fee. Plus New Pay Stations and expanded meter locations at Town cost.	
57	PKG OPERATION EXPERIENCE						
58	# years pkg mgmt experience	82	30	31	20	45 yrs (1966) p14 / 740 parking locations, 290,000+ parking spaces in 96 cities	New Company- 25 yrs exp in parking/Citation
59	municipal clients	say largest in Fla; Miami Bch, Pensacola, Fort Myer, Tampa, New Orleans, Chicago Parks, others	33% of their business; Daytona (1,080 spaces), S. Miami (1,375 spaces), Surfside (450 spaces), Washington, Chicago, Norwalk (4K spaces) big transit authorities	FtL/Hollywood Airport, Port Everglades, BC Governmental Center, City of W Palm Bch, Palm Bch Intl Airport, high end hotels too	Wilton Manors - 487 sp, Richmond - 6100 sp, Myrtle Bch - 2800 sp, Durham - 2300 sp, Carolina Bch - 7146 sp, Wilmington - 1080 sp	33 gvmt clients, managing 234 facilities and 102,789 parking sapaces. Only Tallahassee, just awarded Pensacola (see SP). 121 Airports of which 7 are FL airports (31) See Renewal record on p39	
60	Facility Management					33 governments (p30)	
63	Meter Management					12 (p30)	
64	Citations issued					5 (p30)	
65	Citation processing					5 (p5)	
66							
67	PERSONNEL ASSIGNED						
68	Mgr	Chestor Escobar, Reg. Manager, FL -oversight, 16 yrs., new to co. Jorge Alarcone, BC Manager, 16 yrs, 8 yrs w/co	Fernandez; 5 yrs w co.; 7 yrs pkg experience	Michael Sears, VP Op 11yrs	3 described in qualifications, 3 others identified in operations with 1 yr exp. with company (Wilton Manors)	Michael Shille, Regional VP in Jax, 20 yrs. Randy Jones VP operations (30 yrs) will relocate to LBTS for transition. (p26)	Melissa Ward, 10 yrs exp; Mary Soto, 15 yrs exp; Rich Brim 7 yrs - exp. New company - 2011
69				Robert Kamper, Dir. Of Municipal Services, 4 yrs.			



# Parking RFP Evaluation Summary

## Exhibit 1

Line No.		SP PLUS	LAZ	USA	Lanier	Republic Parking	CiteZONE.Com
	PKG OPER MGMT						
70	Supv	Actual Town staff will be hired in conjunction with Town's input	Martinez; 1 yr w co; 16 yrs pkg experience			Will hire Local General Manager (w/parking exp) p26)	
71	CITATION MGMT SERVICES					p25 and 63-64	
72	Subcontractor	COMPLUS	pursuing disc w Ft Laud to process our pkg citations	Duncan Solutions	Clancy Systems	can use Duncan - VATS is cheaper and recommended (p25)	Advanced Public Safety; EZpayCorp; Law Enforcement Systems
73	1st year cost quote	\$27,800	\$30,000	\$24,000	\$7,315	\$16,000	\$7,000
	5 Year Costs	\$139,000	\$183,153	\$124,000	\$38,839	\$80,000	\$45,000
	fee per ticket	\$2.36	no info	\$2.45	no info	VATS \$1.60 per ticket (p25)	\$0.70
	out of pocket costs	postage & ticket stock	none		no info		Citations & envel.
	Other Costs	20% coll fee for current backlog over 90 days	appears to be none; no delinquent surcharge; say FS allow only a city to impose a late fee	26% coll fee over 80 days	no info	24% fee delinquent collections (p25)	30% rev. collected. Notices, corresp. .25 +postage
	Pay By Phone		No fee proposed; IVR (interactive voice response incl in their proposal)		yes	supports Verrus	
	Real time access	yes; 24/7	no info	24/7	no info	yes 24/7 (p53)	yes, 24/7
	Web Based	think so; doesn't specify		yes	yes	yes, -	
	Cost to pay online or by telephone	\$2.75 customer convenience fee	Not proposed in their proposal; can be done at Town's option	\$2.95 per ticket paid by customer	\$3 customer charge to pay on-line, \$3.05 to pay by phone	No cost if Town uses its merchant ID. Cost < \$1 if RP processes (p56)	
	Programing cost to change dates /process	none	none	single space no charge; Digital pay stations thru EMS - no addl charge	none	system "easily modified" by staff (don't need IT)	
	Any other charges to Customer?		None		may be a charge by Lanier's bank and these fees can vary based upon the delinquent situation	None	
	Equipment provided:						
	PC	yes	none described	yes	none described	All equipment necessary to operate the office and for personnel to issue and process tickets	10 hrs of customization
	Printer	yes; laser					
	Receipt Printer	yes		yes			
	Cash drawer	yes		Drop box			
	barcode reader	yes					



# Parking RFP Evaluation Summary

## Exhibit 1

Line No.		SP PLUS	LAZ	USA	Lanier	Republic Parking	CiteZONE.Com
	PKG OPER MGMT						
	software licenses	yes; 5		yes			
	ticket writer paper stock & envelopes			yes			
	features	avg 91% collection rate, can handle permits & permit renewal notices, can process citation payment at T Hall real time update	no info provided on citation mgmt svcs exc annual cost	75%-80% collection rate, 1 autocite multiplexors for charging and communication	no info	Projected 85% payment rate (p64)	



## Exhibit 2

### MEMORANDUM

TO: Bud Bentley  
FROM: Fred Bredemeyer  
RE: Evaluation of Parking Services Proposals  
Date: October 6, 2011

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ConsulPark was engaged to review and evaluate the parking services proposals and to provide technical assistance to the selection committee through the evaluation and selection process. This document serves to summarize the review of the proposals.

The Town short listed three proposals: LAZ Parking, Republic Parking and Standard Parking. The proposals of these respondents were provided to the consultant for review and the three short listed companies were invited for presentations. The consultant attended all three of the presentations and assisted in the question and answer portion of the process.

The selection committee evaluated the proposers based on five general categories:

- 1) Understanding the Town's needs and the firms approach to addressing the Town's needs and requirements.
- 2) Overall parking experience, qualifications and capabilities of proposing team.
- 3) Approach to providing customer service.
- 4) Citation Management System.
- 5) Cost to the Town.

Each of the three short listed proposers submitted very good proposals. A summary of the proposals based on the written and oral presentations is provided below.

#### **LAZ Parking:**

LAZ Parking is a leader in municipal parking privatizations and has a vast portfolio of public and private systems under their management. LAZ has a strong South Florida presence and an extremely competent management team.

Based on the evaluation criteria, the major considerations of LAZ's proposal are the following:

- 1) LAZ has significant municipal experience both nationally and locally including the City of South Miami, the Village of Bal Harbour, the Town of Surfside, and the University of Miami.
- 2) LAZ proposed to purchase 3 Pay by Space machines for the Town at the operator's expense.
- 3) LAZ proposed to provide up 20 complimentary meter pole installations or relocations per year during term of the agreement.
- 4) LAZ proposed to provide complimentary parking consulting including a study for a centralized valet parking operation.
- 5) LAZ proposed to interview and screen all existing Town parking employees for prospective continued employment.

**ConsulPark, Inc.-10050 SW 17<sup>th</sup> Ct., Davie, FL 33324 - 305.725.6915 -www.ConsulPark.com**

# Exhibit 2



## Evaluation of Parking Services Proposals

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October 6, 2011

- 6) LAZ proposed a cost competitive operating expense budget including a \$1,350 per month management fee.
- 7) LAZ proposed a specific transition plan which included the use of their certified enforcement personnel and local management team for the transition.
- 8) LAZ's proposal included a strong section on revenue control and documented procedures to secure the Town's income.
- 9) LAZ's proposal did not include a specific recommendation for the enforcement and citation management process. Instead, a "90 day evaluation period" was suggested and an eventual savings of approximately 15% was estimated. This approach was unique to LAZ's submittal and prevented a solid comparison to the other vendors' recommendations, which both included very specific performance and cost details.

### **Republic Parking:**

Republic Parking is a leader in municipal parking privatizations and is the largest municipal parking operator in terms of the number of cities they operate. Republic is well qualified for this operation given their long list of comparable municipal parking operations.

Based on the evaluation criteria, the major considerations of Republic's proposal are the following:

- 1) Republic has significant municipal experience both nationally and in northern Florida.
- 2) Republic's proposal included their proprietary VATS enforcement and citation management system. This is an excellent system that contains all of the desired components of a enforcement and citation management system including notices, DMV integration, web based payments, reports, etc.
- 3) Republic proposed a cost competitive operating expense budget including a significant reduction in the citation management fees as compared to today's levels.
- 4) Republic's proposal included very specific recommendations for the Town of Lauderdale by the Sea's parking operation. It was evident that much time was spent reviewing the operation and many solid recommendations were provided.
- 5) Republic proposed a specific transition plan which included the temporary re-location of one of their corporate executives.
- 6) Republic proposed to interview and screen all existing Town parking employees for prospective continued employment.

**General Parking Consulting Services – Owner Advisory Services – Parking Development Services**





# Exhibit 2

## Evaluation of Parking Services Proposals

Page 3

October 6, 2011

### **Standard Parking:**

Standard Parking is a leader in municipal parking operations and is a large, publicly traded corporation. They have a large presence in South Florida and operate several municipal parking operations nationally and in Florida including Coral Gables, Fort Meyers, Orlando and Miami Beach.

Based on the evaluation criteria, the major considerations of Standard's proposal are the following:

- 1) Standard has significant municipal experience both nationally and in Florida including Coral Gables, Fort Meyers, Orlando and Miami Beach.
- 2) Standard's proposal included the Complus Data enforcement and citation management system. This is an excellent system which contains all of the desired components of the enforcement and citation management system including notices, DMV integration, web based payments, reporting capabilities, etc.
- 3) Standard proposed a cost competitive operating expense budget including a significant reduction in the citation management fees as compared to today's levels.
- 4) Standard's proposal included very specific recommendations for the Town of Lauderdale by the Sea's parking operation. It was evident that much time was spent reviewing the operation and many solid recommendations were provided.
- 5) Standard proposed a specific transition plan which included the use of their local management team and personnel for the transition.
- 6) Standard proposed to interview and screen all existing Town parking employees for prospective continued employment.
- 7) Standard proposed to purchase 4 Pay by Space machines for the Town at the operator's expense.
- 8) Standard proposed to provide complimentary parking consulting services including an annual study for occupancy, turnover and compliance statistics.

### **Summary:**

All three of the shortlisted firms have excellent experience in municipal parking operations and experienced management for the challenges facing the Town of Lauderdale by the Sea. Either of the three would likely succeed if chosen to operate the Town's parking system. Two of the three companies, Republic and Standard, provided detailed operational suggestions specific to LBTS and these two also provided very specific recommendations for enforcement and citation management systems that will provide LBTS immediate savings.

For these reasons, it is the consultant's opinion that these two firms should be given special consideration and ranked as the top two responses. Further, based on Standard Parking's strong South Florida presence, the consultant fully supports the selection committee's top ranking of this firm based on the selection criteria.

File: R:\0 Agenda\10-11-11 Commission\Parking\Parking Services RFP\Ex 3 ConsulPark Evaluation of Proposals.docx

**General Parking Consulting Services – Owner Advisory Services – Parking Development Services**

**TOWN OF LAUDERDALE-BY-THE-SEA**  
**Parking Services RFP - Budget Evaluation Form**

**EXHIBIT 3**

Lauderdale-By-The-Sea: Parking Services Proposal						Comments
Line No.	ACCT NO.	Account Title	SP PROPOSAL	Missing Expenses	Total Operating BGT	
1		Management Fee	\$30,000		\$30,000	
2		PERSONNEL SERVICES				
3		Parking Enforcement Supervisor			\$0	
4		Parking Technician			\$0	
5		Parking Enforcement Officer		\$5,146	\$5,146	Additional 8 hours includes taxes, WC
6		No detail provided	\$92,780		\$0	
7		Wages Total	\$92,780		\$92,780	
8						
9						
10	140	OVERTIME				
11	210	Employment Taxes				
12	230	GROUP INSURANCE				
13	452	Workers Comp Insurance				
14		Payroll Taxes, Workers Comp, Benefits	\$14,482		\$14,482	
15		Total Personnel Services	\$107,262		\$112,408	
16		OPERATING				
17	345	CONTRACTUAL SERVICES		Note 4	\$4,800	
18		Digital Tech - EMS Service @100 per month for 7 pay stations		\$3,360		7 machines x \$40 x 12 months
19		EMS for 2 pay stations at A1A Lot		\$960		2 machines x \$40 x 12 months
20		EMS for 1 pay station at Bougainville		\$480		1 machine x \$40 x 12 months
21		Programming of Meters		\$0		
22		Credit Card Processing Fees		Note 2		
23		Cash Transport to Bank @ \$500 per month		Note 2		
24	410	COMMUNICATIONS:	\$3,060	Note 4	\$6,300	
25		Supervisor Cell @ \$63 per month		\$0		Already included in original number
26		Cell Service for 5 Oceanfront Pay Stations: T-Mobile @ \$41 per month		\$1,800		AT&T 5 pay stations @ \$30 per month x 12 months
27		Cell for 2 El Prado pay stations: Verizon @ \$47 per month		\$720		AT&T 2 pay stations @ \$30 per month x 12 months
28		Cell for 2 A1A Lot and 1 Bougainville Ave @ \$41 per month		\$720		AT&T 2 pay stations @ \$30 per month x 12 months
29						
30	430	Electric Service		Note 2		
31	431	Water Service		Note 2		
32	449	Parking Lot Maintenance		Note 3		
33	451	Auto & General Liability Insurance	\$9,606		\$9,606	
34	461	Vehicle Maintenance	\$3,000		\$3,000	
35	462	Repairs, Maintenance & Fuel	\$3,900		\$3,900	
36	463	Service Maintenance Agreements		Note 4	\$6,500	
37		Tier II Maintenance - Per Pay Station				
38		2 Pay Stations El Prado		\$0		Maintenance performed by proposed technician
39		5 Pay Stations Oceanfront		\$0		Maintenance performed by proposed technician
40		2 Pay Stations A1A Lot (Prorated First Yr)		\$0		Maintenance performed by proposed technician
41		1 Pay Station on Bougainville Ave		\$0		Maintenance performed by proposed technician
42		Extended Hardware and Software Warranties @ \$1,000 per station				
43		2 El Prado Pay Stations		\$1,300		AT Town Option 2 x \$650/year per pay station
44		5 Oceanfront Pay Stations		\$3,250		AT Town Option 3 x \$650/year per pay station
45		2 A1A Lot Pay Stations		\$1,300		AT Town Option 2 x \$650/year per pay station
46		1 Bougainville Ave Pay Station		\$650		AT Town Option \$650/year per pay station
47						
48	506	Printing & Binding				
49	506	Postage				
50	510	Office Supplies				
51	511	Computer Expense				
52	525	Uniforms	\$1,498		\$1,498	
53	533	Parking Meter: Parts & Supplies				
54	545	Training				
55	550	Operating Supplies				
56		Add new expense accounts below for which the Contractor requests reimbursement				
57		Employee Processing	\$1,026		\$1,026	
58		Computer and General Expenses	\$1,620		\$1,620	
59		Shop & Office Supplies/Tools	\$6,551		\$6,551	
60						
61		Total Materials and Services	\$30,261		\$44,001	
62		Capital				
63		Amortized Capital	\$4,058		\$4,058	
64		Citation Management @10,000 tickets Per Yr				
65		CDI Citation Management	\$27,800		\$27,800	
66						
67		Total Parking Operations	\$199,379		\$219,065	
68						
69		Proposal	\$199,379			
70			\$0			
71						

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TOWN OF LAUDERDALE-BY-THE-SEA  
Parking Services RFP - Budget Evaluation Form

Line	ACCT	Account Title	SP		Missing	Total Operating	Comments
No.	NO.		PROPOSAL		Expenses	BGT	
72	Notes						
73	1	For the purpose of comparing budget, please calculate enforcement personnel costs on 88 hours per week (3,536 annual)					
74		The actual number of enforcement hours will be specified in the contract and will take into account vacation and sick leave replacement					
75	2	The Town will continue to pay these expenses directly unless the proposer can achieve cost savings that are passed on to the Town					
76	3	The Town sweeps each parking lots and the on-street parking areas each day. If there are additional expenses to keep the parking lots clean, that expense should be in your budget.					
77	4	Please complete this section showing the cost for these services.					



**TOWN OF LAUDERDALE-BY-THE-SEA**  
**Parking Services RFP - Budget Evaluation Form**

Lauderdale-By-The-Sea: Parking Services Proposal								
Line	ACCT	Account Title	REPUBLIC PROPOSAL	Missing Expenses (see Revised & Alternative Budgets on right)	Total Operating BGT	Revised	Alternative	Note
No.	NO.							
		Management Fee	\$30,000		\$30,000	\$30,000	\$29,500	
1		PERSONNEL SERVICES						
3		Parking Enforcement Supervisor	\$52,000		\$52,000	\$52,000	\$42,000	The "Revised" figure is what we figure we can get a topnotch manager; of course, a good one could be supplied at lower cost, but we do not feel this person would be of the caliber that Lauderdale deserves
4		Parking Technician						
5		Parking Enforcement Officer	\$85,280	Note 1		\$49,504	\$37,128	Revised is the 68 hours at \$14/hr. which would provide a high quality Ambassador; the "Alternative" is at market rate of \$10.50.
6								
9		Wages Total	\$137,280		\$52,000	\$101,504	\$79,128	
10								
13	140	OVERTIME -						
14	210	Employment Taxes	\$15,307		\$15,307	\$11,318	\$8,823	Reduced based on 68 hours for enforcement
16	230	GROUP INSURANCE	\$11,394		\$11,394	\$7,596	\$7,596	Reduced based on less personnel; all FTEs are eligible for company provide health insurance
17	452	Workers Comp Insurance	\$8,287		\$8,287	\$4,649	\$3,624	Reduced based on 68 hours for enforcement
19		Total Personnel Services	\$170,268		\$84,988	\$125,067	\$99,171	
20		OPERATING						
25	345	CONTRACTUAL SERVICES		Note 4	\$4			
26		Digital Tech - EMS Service @100 per month for 7 pay stations		\$1		\$4,200	\$4,200	New pricing based on our national account with Digital: \$50/mo.
27		EMS for 2 pay stations at A1A Lot		\$1		\$1,200	\$1,200	Same
28		EMS for 1 pay station at Bougainvillea		\$1		\$600	\$600	Same
29		Programming of Meters		\$1		\$0	\$0	included
30		Credit Card Processing Fees		Note 2				RPS can provide credit processing at approximately 2.79%
31		Cash Transport to Bank @ \$500 per month		Note 2				
34	410	COMMUNICATIONS:	\$3,300	Note 4	\$9,072	\$696	\$696	Have backed out the supervisor cell cost from the \$3300 (since it is shown on next line), plus new pricing. This is the cost of communications for the enforcement officers.
35		Supervisor Cell @63 per month		\$768		\$588	\$588	New pricing.
36		Cell Service for 5 Oceanfront Pay Stations: T-Mobile @ \$41 per month		\$2,400		\$1,200	\$1,200	New pricing. RPS gets national discounted rate from Digital at \$20/mo. for 2000 transactions. Above 2000, it is \$0.02/transaction.
37		Cell for 2 El Prado pay stations: Verizon @47 per month		\$1,128		\$480	\$480	New pricing. RPS gets national discounted rate from Digital at \$20/mo. for 2000 transactions. Above 2000, it is \$0.02/transaction.
38		Cell for 2 A1A Lot and 1 Bougainvillea Ave @ \$41 per month		\$1,476		\$480	\$480	New pricing. RPS gets national discounted rate from Digital at \$20/mo. for 2000 transactions. Above 2000, it is \$0.02/transaction.
40	430	Electric Service		Note 2				
41	431	Water Service		Note 2				
44	449	Parking Lot Maintenance		Note 3				
45	451	Auto & General Liability Insurance	\$11,953		\$11,953	\$10,119	\$10,119	New and better pricing
47	461	Vehicle Maintenance & Fuel	\$6,818		\$6,818	\$6,818	\$6,818	
48	462	Fuel						
49	463	Service Maintenance Agreements		Note 4	\$8			Currently, you are using Parker Systems for Tier II support. If you wish to continue to use them, and we understand they have done an excellent job for you, then the cost is \$300/machine; as an alternative, RPS can provide the Tier II support as part of our management fee.
50		Tier II Maintenance - Per Pay Station						
51		2 Pay Stations El Prado		\$1		\$600	\$0	
52		5 Pay Stations Oceanfront		\$1		\$1,500	\$0	
53		2 Pay Stations A1A Lot (Prorated First Yr.)		\$1		\$600	\$0	
54		1 Pay Station on Bougainvillea Ave		\$1		\$300	\$0	
55		Extended Hardware and Software Warranties @ \$1,000 per station						Based on our national account status, the extended warranty available is \$650 per machine. It is our understanding that the \$1000 shown on left included both Digital's warranty and the Tier II support.
56		2 El Prado Pay Stations		\$1		\$1,300	\$1,300	
57		5 Oceanfront Pay Stations		\$1		\$3,250	\$3,250	
58		2 A1A Lot Pay Stations		\$1		\$1,300	\$1,300	
59		1 Bougainvillea Ave Pay Station		\$1		\$650	\$650	
61	506	Printing & Binding						
62	508	Postage						
63	510	Office Supplies						
64	511	Computer Expense						
65	525	Uniforms	\$1,300		\$1,300	\$1,300	\$1,300	
66	533	Parking Meter: Parts & Supplies	\$2,705		\$2,705	\$2,705	\$2,705	
67	545	Training						Training is included at no extra charge within our management fee, and includes at a minimum training during implementation, as well as semi-annual sessions with our the RPS Training Division.
68	550	Operating Supplies	\$3,000		\$3,000	\$3,000	\$3,000	

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TOWN OF LAUDERDALE-BY-THE-SEA  
Parking Services RFP - Budget Evaluation Form

Line	ADCT	Account Title	REPUBLIC	Missing	Total Operating			
No.	NO.		PROPOSAL	Expenses (see Revised & Alternative Budgets on right)	BGT	Revised	Alternative	Note
69		Add new expense accounts below for which the Contractor requests reimbursement						
70		Corporate Support	\$4,200		\$4,200	\$4,200	\$4,200	
71								
75								
77		Total Materials and Services	\$33,276		\$39,060	\$47,086	\$44,086	
78		Capital						
79		Amortized Capital	\$5,324		\$5,324	\$5,324	\$2,362	Includes LPR system (year 1) and Electric Vehicle (year 2); Alternative does not.
80		Citation Management @10,000 tickets Per Yr.						
81		VATS Citation Management	\$16,000		\$16,000	\$16,000	\$16,000	Full citation processing including provision of handhelds, software system, notice letters and postage, and license plate lookup fees
82								
83		Total Parking Operations	\$254,868			\$223,477	\$191,119	
		Proposal	\$254,870					
			-\$2					

- Notes
- For the purposes of comparing budget, please calculate enforcement personnel costs on 68 hours per week (3,536 annual). The actual number of enforcement hours will be specified in the contract and will take into account vacation and sick leave replacement.
  - The Town will continue to pay these expenses directly unless the proposer can achieve cost savings that are passed on to the Town.
  - The Town sweeps each parking lots and the on-street parking areas each day. If there are additional expenses to keep the parking lots clean, that expense should be in your budget.
  - Please complete this section showing the cost for these services.



## Exhibit 4

57



	A	B	C	D	E	F	G	H	I	J
	Fund 310: Parking System	Current Costs			SP Plus (Standard) Proposal		Republic Parking Proposal			
		Comm. Adopted FY12	Ongoing Costs to Town	Contractor Costs						
58	Capital Outlay									
59	Capital Outlay - Other Than Buildings	\$ 15,000	\$ 15,000							
60	Capital Outlay - Equipment & Machinery	51,000	51,000							
61	Contributed Capital - 4 Pay Stations (Annual Savings)									
62										
63	Sub-Total Capital Outlay	\$ 66,000	\$ 66,000	\$ -						
64										
65	Debt Service									
66	Debt Service - Principal	\$ 303,781	\$ 303,781							
67	Debt Service - Interest	37,690	37,690							
68										
69	Sub-Total Debt Service	\$ 341,471	\$ 341,471	-						
70										
71	Interfund Transfers									
72	Transfer To Cip Fund	\$ 100,000	\$ 100,000							
73	Transfer To General Fund	167,000	167,000							
74										
75	Sub-Total - Interfund Transfers	\$ 267,000	\$ 267,000	-						
76										
77	Total Capital, Debt, and Transfers	674,471	674,471	-						
78										
79										
80	Total Budgeted Expenses	1,077,822	769,431	308,391						
81			\$1,077,822							
82	Annual Savings									
83										
84			% Savings on Total Budgeted Expenses (G82 / B80)							
85			% Savings on Total Parking Operations (G82 / B56)							

Notes

- (1) Estimated at 7.65%
- (2) Calculated salaries results in a difference of \$220 vs proposal.
- (3) Estimated at 2.11%
- (4) Budget does not reflect recent code change which transfers the 28% delinquent fee to ticket holders. Updated here for comparison purposes.
- (5) Because Standard doesn't charge a delinquency fee, these moneys will represent additional revenues to the Town. Shown here as a cost-reduction for comparison purposes.
- (6) Amount above does not include an estimated cost of \$4,056 for vehicle and equipment financing.
- (7) Excluded from proposal
- (8) Represents the difference between the 24% fee charged by Republic and the 28% fee charged to ticket holders.
- (9) Amount above does not include an estimated cost of \$5,324 for vehicle and equipment financing.
- (10) Standard's proposal includes providing 4 pay stations. For comparison purposes, pay stations are valued based on prices paid by the Town for existing pay stations (calculated as \$11,890 per pay station times 4 pay stations divided by 3 years).